

PUBLIC RELATIONS/MARKETING REPORT
STATE LIBRARY BOARD MEETING
JULY 14TH – 2005

- AMERICAN LIBRARY ASSOCIATION CONFERENCE

Attended the annual ALA conference in Chicago June 24 - 27. Came away with many new ideas for marketing library services. Compiled a report detailing lessons learned.

- DEPARTMENT OF COMMUNITY AND CULTURE

Have circulated information regarding the department's media protocol. Developed a postcard with contact information for staff especially the bookmobile librarians and drivers.

Have seen three Summer Reading PSA's - keep an eye open on all local TV stations for spot.

- REMINDER --- "DIRECTIONS" NEW DIRECTION

Now we have an online version. Take a look and subscribe at:

<http://library.utah.gov/newsletter>

- EMERGENT LITERACY

Attended an initial meeting of "Every Child Ready to Read @ Your Library" committee and suggested ways to promote.

- PUBLIC PIONEER – 10 YEAR ANNIVERSARY

On the marketing committee and have been involved in creating PSA's and planning a ten-year celebration

Distributing PIONEER brochures to Utah libraries.